

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for producing and distributing a digital magazine, comprising the steps of:

electronically laying out a plurality of pages such that each page fully fits a display screen[[:]] , so that each page is displayable in a full-screen manner;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

combining the plurality of pages to form a single document[[:]] , the document including at least one digital file;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device;

storing the document with the operational navigation bar in an electronic storage device as the digital magazine; and

electronically distributing the digital magazine to a plurality of subscribers.

2. (original) The method according to Claim 1, wherein the step of electronically distributing the digital magazine includes electronically transmitting to each of the plurality of subscribers the digital magazine as an attachment to an e-mail message.

3. (original) The method according to Claim 1, wherein the step of electronically distributing the digital magazine includes transmitting to each of the plurality of subscribers an e-mail message with a URL for accessing the electronic storage device storing the digital magazine.

4. (original) The method according to Claim 3, wherein the URL is a hyperlink and, when a subscriber activates the hyperlink from a computer, the digital magazine is automatically downloaded from the electronic storage device to the computer.

5. (original) The method according to Claim 1, wherein the step of electronically laying out a plurality of pages includes:

obtaining electronic files corresponding to an original print magazine;

recombining fragmented portions of a graphics image stored in multiple ones of the electronic files into a single electronic file; and

reformatting and repositioning at least one of text and graphics, which appear across multiple pages of the original print magazine, to appear on the display screen as a single page of the digital magazine.

6. (original) The method according to Claim 1, wherein the display screen is oriented in a landscape format.

7. (original) The method according to Claim 1, wherein the display screen is oriented in a portrait format.

8. (original) The method according to Claim 1, further comprising the step of programming at least one of a hyperlink, a redirected page, an audio clip, and a video clip into the digital magazine.

9. (original) The method according to Claim 1, wherein the step of electronically laying out a plurality of pages includes utilizing a template to lay out one or more areas of a page.

10. (original) The method according to Claim 1, further comprising the step of compressing a storage size of the digital magazine before storing the digital magazine in the electronic storage device.

11. (currently amended) A method for producing and distributing a digital magazine, comprising the steps of:

obtaining electronic files corresponding to an original print magazine;

reformatting and repositioning at least one of text and graphics, which appear in a portrait format in the original print magazine, to appear on a display screen in a landscape format;

electronically laying out a plurality of pages such that each page fully fits a display screen[[:]] , so that each page is displayable in a full-screen manner;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device;

storing the plurality of pages, each with the operational navigation bar, in an electronic storage device as the digital magazine; and

electronically distributing the digital magazine to a plurality of subscribers.

12. (original) The method according to Claim 11, wherein the step of electronically distributing the digital magazine includes electronically transmitting to each of the plurality of subscribers the digital magazine as an attachment to an e-mail message.

13. (original) The method according to Claim 11, wherein the step of electronically distributing the digital magazine includes transmitting to each of the plurality of subscribers an e-mail message with a URL for accessing the electronic storage device storing the digital magazine.

14. (original) The method according to Claim 13, wherein the URL is a hyperlink and, when a subscriber activates the hyperlink from a computer, the digital magazine is automatically downloaded from the electronic storage device to the computer.

15. (currently amended) A method of distributing a digital magazine, comprising the step of electronically transmitting an e-mail message to each of a plurality of subscribers of the digital magazine, wherein, depending on a storage size of the digital magazine, the digital magazine is:

transmitted as an attachment to the e-mail message, or

automatically downloaded to a computer when a hyperlink included in the e-mail message is activated by a subscriber using the computer[[.]] , wherein the digital magazine has been produced by:

electronically laying out a plurality of pages such that each page fully fits a display screen, so that each page is displayable in a full-screen manner;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

combining the plurality of pages to form a single document, the document including at least one digital file;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device; and

storing the document with the operational navigation bar in an electronic storage device as the digital magazine.

16. (currently amended) A method for producing a digital magazine, comprising the steps of:

electronically laying out a plurality of pages such that each page fully fits a display screen[[;]] , so that each page is displayable in a full-screen manner;

electronically inserting in each page of the digital magazine graphics for a navigation bar, wherein the graphics for the navigation bar shows a plurality of functions;

programming the navigation bar to be operational, such that each of the plurality of functions shown thereon may be activated upon selection with an electronic pointing device; and

storing the plurality of pages, each with the operational navigation bar, in an electronic storage device as the digital magazine.

17. (original) The method according to Claim 16, wherein the step of electronically laying out a plurality of pages includes:

obtaining electronic files corresponding to an original print magazine;

recombining fragmented portions of a graphics image stored in multiple ones of the electronic files into a single electronic file; and

reformatting and repositioning at least one of text and graphics, which appear across multiple pages of the original print magazine, to appear on the display screen as a single page of the digital magazine.

18. (currently amended) The method according to Claim 11 ~~or Claim 16~~, wherein the display screen is oriented in a landscape format.

19. (currently amended) The method according to Claim 11 ~~or Claim 16~~, wherein the display screen is oriented in a portrait format.

20. (currently amended) The method according to Claim 11 ~~or Claim 16~~, further comprising the step of programming at least one of a hyperlink, a redirected page, an audio clip, and a video clip into the digital magazine.

21. (currently amended) The method according to Claim 11 ~~or Claim 16~~, wherein the step of electronically laying out a plurality of pages includes utilizing a template to lay out one or more areas of a page.

22. (currently amended) The method according to Claim 11 ~~or Claim 16~~, further comprising the step of compressing a storage size of the digital magazine before storing the digital magazine in the electronic storage device.